

REFRAMING STIGMA

GUIDELINE	WHAT'S REALLY BEHIND THE GUIDELINE
<p>#1. Don't scare people</p>	<p>To suppress free and ethically concerned speech in this country</p> <p>This country has always been about free and fair discussion about anything that matters to the Australian community. Mindframe, with Federal Government support, seeks to totally eliminate any free or reasoned discussion about illicit drug use (see the next heading to see why)</p> <p>To remove societal discussion about the unacceptable harms of drug use</p> <p>Mindframe's logic goes like this:</p> <ol style="list-style-type: none">premise 1 - Australians must never again say a negative word about illicit drug users because the stigma it produces causes them harmpremise 2 - any discussion of the unacceptable harms caused by drug use to drug users, their families, friends, community or the national budget inevitably implies that drug users are the agents of such unacceptable harms, which will thereby stigmatise themdeduction - there can therefore be no free and reasoned discussion about the harms of illicit drug use and such discussion will not be tolerated <p>To transform those concerned for the well-being of Australians into perpetrators that must be silenced</p> <p>To remove the voice of victims of drug use from the national discourse</p> <p>The real message behind this clearly unethical and gratuitously manipulative guideline, which seeks by sheer artifice to reposition the actual perpetrators of drug abuse in Australia as unfairly treated victims, is to silence anti-drug campaigners from discussing the real and actual harms done by drug users to themselves, the public, their friends and family as well as the national budget. Anyone who is honest about the harms, says Mindframe, should be punished.</p> <p>The Mindframe Top Tips section start with the words, "First, DO NO HARM". That message is best directed at illicit drug users rather than regular Australians. And why are we trying to silence the voices of the true victims of illicit drug use? – the families, those who've been abused, misused, manipulated, even robbed or bashed, etc etc.</p>

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To facilitate an endgame which denies that illicit drugs cause unacceptable harms

Australia's illicit drug policy is called 'harm minimisation' and is based on 'harm reduction'. These titles, front and centre, recognise the unacceptable harms done by illicit drug use. But Mindframe 'disappears' all such harms from public square discussion because it hurts the drug user (never mind the harm their drug use causes anyone else). For Mindframe, there is no objective reality around harms - drug harm is just the illusory 'narrative' constructed by those against illicit drug use, to be replaced with Mindframe's new narrative. But most progressive drug policy voices recognise the harm in harm reduction, even if Mindframe wants to stifle the notion.

To create an Orwellian 'Newspeak' which seeks to linguistically render certain concepts no longer thinkable

The woke new Mindframe guidelines are designed to create an Orwellian 'Newspeak' that silences any notion that illicit drugs were originally made illegal precisely because they caused unacceptable harms to the individual and their community. Newspeak, in the book 1984, was designed to banish certain concepts from the public's imagination such that they became essentially undiscussable.

To give a wink to 'woke-academia' trained journalist

While any reasonable person agrees that overstating the harms caused by drugs is unfair to users, the Mindframe program specifically forbids, by implication, any reasonable discussion of drug harms.

To journalists already conditioned by their 'woke-academia' training to accept much of the current neo-Marxist agenda, the Mindframe guidelines are the wink perceived as a nod to close down any negative coverage of illicit drug use.

Even the slightest questioning of illicit drug use by the public will now lead, on Mindframe's say-so, to media silencing, deplatforming, canceling and yes, stigmatising those who refuse to speak Mindframe's Newspeak. This has already happened to ex-drug-users who educate school children of their prior negative experiences with drugs. Silenced.

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<p>#2. Avoid law & order framing</p>	<p>To deny reality by investing only in illusion</p> <p>Despite Australians believing that \$35 in every \$100 of drug budget spending should be spent on law and order, while another \$36 in every \$100 should be spent on treatment/rehabilitation, Mindframe seeks to deny the fact that drug users, due to their addiction, often turn to crime.</p> <p>While Drug Free Australia is the first to promote rehabilitation as the most comprehensive solution to drug use, attempting to deny the crime attached to drug use is the proverbial ostrich with its head in the sand. For the sake of not stigmatising drug users, the public is forced, yes forced, to speak Mindframe's world of illusion, rather than drawing solutions from a spoken and discussed reality.</p>
<p>#3. Don't mythbust</p>	<p>To ensure drug use is positioned as a medical, not psycho-social issue</p> <p>This guideline exists only to ensure that illicit drug use is positioned as a medical issue, akin to a disability in which the victim of that disability had no choice. This is designed to mislead the public, avoiding the issue that illicit drug users mostly made specific and clear choices to use drugs despite an even clearer non-approval of drug use by almost every Australian.</p> <p>[According to the 2019 National Drug Strategy Household Survey, 99% of Australians do not approve the use of heroin, speed and ice, nor of cocaine (97%), ecstasy (96%) or cannabis (80%).] But in the face of that disapproval, they still chose to use drugs.</p> <p>By positioning illicit drug use as a medical issue, Mindframe infers that, as with a disability which cannot be removed, medical solutions and maintenance treatments such as methadone are the only answer.</p> <p>But there is no question that drug addictions are psycho-socially mediated. Even Naltrexone programs, a medical approach to addiction which removes craving for opiates as a user ceases their drug use, still requires psycho-social rehabilitation to aid the medical intervention, and this is recognised by the world's best scientific reviews on Naltrexone.</p>

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<p>#4. Abandon the war on drugs</p>	<p>To avoid the reality that their War on Drugs argument backfired</p> <p>The reason they want to walk away from their #1 message point – “the War on Drugs has failed” is that it was so easily dismantled as per https://www.youtube.com/watch?v=d3niPKWAc-s. The quick answer they got was,</p> <p><i>“Australia has never had a War on Drugs! We’ve given methadone to drug users for 40 years, had the world’s most proliferated needle and syringe programs, and given opiate users injecting rooms. This can’t be construed as a war on drugs - we have done everything to FACILITATE drug use in this country, not prevent it.”</i></p> <p>All it did was make them look like they knew nothing about drug policy. Mindframe doesn’t want the embarrassment of having to face the reality of that answer.</p>
<p>#5. Don’t build empathy through enjoyment</p>	<p>To insidiously sideline an unpopular truth about illicit drug use</p> <p>If the public is allowed to notice that many drug users take illicit drugs to satisfy the pleasure principle - putting their pleasurable enjoyment above their responsibility to their community in light of the many harms drug cause (remember that government-funded ‘harm reduction’ programs are squarely premised on the recognition that drugs cause unacceptable harms) - Mindframe’s attempt to cover for these ‘poor and helpless victims’ will be blown.</p> <p>While a good many drug users are poor and helpless victims of their own bad choices who should be given every assistance to remove their addiction and the societal harm their addiction causes, it cannot be denied (as Mindframe Newspeak directs) that many drug users are the cause of gratuitous harm because they use drugs for nothing other than their own enjoyment.</p>

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#6. Frame by values	<p>To support users who don't want to stop using, providing no pressure to stop</p> <p>Mindframe asks its audience to shape messages about illicit drug use with a context of 'honesty, helpfulness and equality'. It also says that messages must be framed by love and support for drug users. While every rehabilitation centre in Australia gives only love and support while helping users to become free from drugs, Mindframe wants nothing to do with the tough love that has freed so many users, but rather wants us to allow all users to keep on using, with no pressure to stop causing the societal harms they do.</p>
#7. Put people who perpetuate stigma in the frame	<p>To stigmatise, cancel and deplatform anyone who tells truths about illicit drug use</p> <p>Mindframe wants to punish anyone who doesn't abide by their Newspeak guidelines, by stigmatising those that don't conform. Mindframe says, "we need to shift focus and blame away from people who use drugs and onto external actors. This means shifting the problem of 'drug use' over to 'drug stigma' and the people who perpetuate it."</p> <p>Mindframe makes victims of drug users the perpetrators. The child who complains that his father is always 'out of it' is not a victim but a perpetrator. The spouse who has lost his partner to drugs can never tell his reality, because it makes him a perpetrator of drug user stigma if he voices it.</p> <p>Victims are never perpetrators, but Mindframe specifically makes them so.</p>

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#8.
Paint a new picture of people who use drugs

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To make all drug use appear unproblematic (when the opposite is the case)

All Australians know full-well that there are some illicit drug users who manage to lead a relatively functional life. But the truth is that the vast majority lead dysfunctional lives. In 2014, when the actor Phillip Hoffman died of an overdose, two of Australia's more prolific researchers into opiate abuse, Shane Darke and Michael Farrell, said the following in *The Conversation*:

"The typical picture of an active heroin user is a dependent, long-term unemployed person, with a long history of treatment and relapse, and a history of imprisonment. Heroin is simply not the sort of drug that could be termed recreational because very few people use it in a non-dependent, non-compulsive fashion."

The same might apply to ice and speed, but Mindframe will stifle and abolish talk of this reality because such truth would stigmatise, on its own guidelines, all drug users.

The second problem is that most people who use drugs were recruited to drug use by other drug users. Australians see that illicit drug use, like COVID, is contagious, making even the functional drug users part of the overall problem.

Mindframe's assertions that 'not all drug use is problematic drug use' is like saying that we should not vilify all speeding drivers because "not all speeding is problematic".

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<p>#9. Point out that preventing all drug use is unrealistic</p>	<p>To deny the success of the first 50 years of international illicit drug prohibition</p> <p>The international Drug Conventions which prohibit drug use commenced in 1912 and throughout the first 50 years had spectacular success due to a community consensus that drug use presented unacceptable harms to a society. A US study of more than 70,000 people divided into age cohorts ten years apart since 1919 found negligible drug use through to the 1960s, when counterculture decided to promote illicit drugs as a path to enlightenment. Before the 1960s war on prohibition, preventing almost all drug use was very, very realistic, as everyone could then see, something that Mindframe is careful to conceal.</p>
<p>#10. Bring alcohol into the frame</p>	<p>To help promote Mindframe's possible drug legalisation agendas</p> <p>Drug Free Australia has rarely found an organisation that promotes such things as pill testing and injecting rooms as proven interventions (the opposite of course is true) to be anything other than part of an organised assault to legalise one or many illicit drugs in this country. Mindframe promotes both, and will likely in the future argue that if alcohol is legal, then all drugs likewise should be legal. This stalking horse argument is a favourite of the drug legislation lobby of which Mindframe gives every indication it is part.</p>

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#11.
Frame
dependence
as a
symptom

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To whitewash all drug use as the same crutch for deep emotional issues

Drug use is often a symptom of deeper, intractable emotional issues for certain drug users, but drug use is mostly sought out for other reasons entirely – enjoyment, pleasure, experimentation, subculturally ‘fashionable and enlightened’, adventure, tasting the forbidden. Australians do not approve of drug use because it presents unacceptable harms to any society which tolerates it, so Mindframe must carefully shepherd Australians away from thinking that anything but deep emotional issues drives drug use. This is all part of Mindframe’s manipulative Newspeak.